

SUBSCRIPTION \$2.00 PER YEAR

Civilian recruiting officers are to be located in Gleichen. The call must soon come to replace these gallant men

who have given their all in defence of the Empire. In each district the Farmers Union is being asked to elect one member of these committees. Mr. J. C. Buckley has been nominated here, and the other members being Messrs. F. C. Vigar, Douglas Hardwick and James Cameron.

F. C. Zarar has submitted the following proposition regarding his electric light plant to the mayor and councilors: "I offer for your consideration the purchase of my entire electric light plant; that is, everything that is used for supplying electric light to the town for the sum of \$7,500. There is a mortgage against it of \$2,500 which has four and a half years to run at eight per cent. The balance of \$5,000 I am willing to take debentures bearing six per cent, principal and interest; to be paid in twenty equal annual installments."

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Years of Service

**Past experience assures
rests will be well pro-**

N GROWERS
Arrowwood, Shouldice,



st's Finest
er Ale

The most refresh-
ing drink for a
Summer thirst.

100

GARY

FINGER ALE

OF MIXERS

THE CALGARY

**The West's Finest
Ginger Ale**

Order The
FAMILY
SIZE
For Economy

The most refresh-
ing drink for a
Summer thirst.

Pale Dry
CONTENTS 25 FLUID OZ.

A PRODUCT OF
THE CALGARY BREWING &
MALTING CO. LTD.

*Grand Prize
Beverage
1911*

CALGARY

Dry Ginger Ale

CALGARY
DRY GINGER ALE
THE Best OF MIXERS

How Can We Improve it?

"How can we make it better?" is the constant cry of manufacturers of advertised merchandise.

Why?

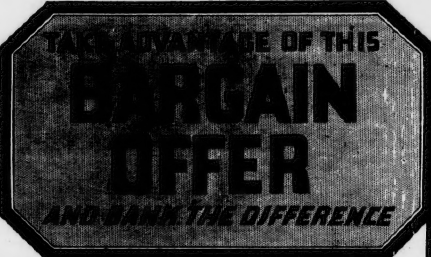
It might well be pride in the product that bears their good name. Often it is.

But not always.

It's just good, hard-headed business, mostly. The improvement of a product that is already considered satisfactory makes that product play a more definite part in the life of the user. It wins and holds an added loyalty, and, of course, added business.

Every product being advertised in these pages is studied continuously by its maker in order that it may be more and more useful and helpful to you in your daily life.

Advertised merchandise is trustworthy merchandise



Here is a real offer that will save you money . . . Give yourself and your family lasting enjoyment and entertainment the whole year through . . . This is all you have to do.

Select any 3 of these famous Magazines

Together with your local Newspaper

and you will receive the whole 4 publications for one year from the date we receive the coupon. Here is the amazing combination low price.

\$3.00

- ☐ The Nor'-West Farmer . . . 3 yrs.
- ☐ Country Guide . . . 3 yrs.
- ☐ Current Thought . . . 1 yr.
- ☐ Pictorial Review . . . 1 yr.
- ☐ Canadian Magazine 1 yr.
- ☐ National Home Monthly . . . 1 yr.
- ☐ Canadian Horticulture & Home Magazine 1 yr.

Our Guarantee to You!

This wonderful offer is available to old and new subscribers to this newspaper. We guarantee the fulfillment of all magazine subscriptions and you have positive assurance that this generous offer is exactly as represented. Renewals will be extended for full term shown.

MAIL
COUPON
TODAY
→

Please clip list of Magazines after checking 3 Publications desired. Fill out coupon carefully.
Gentlemen: I enclose \$ Please send me the three magazines checked with a year's subscription to your newspaper.
NAME
STREET OR R.F.D.
TOWN AND PROVINCE



For Counter
Sales Books
See us
TheGleichen
Call

Town & District

Don Swain lost a valuable police through being poisoned one day last week. He had been offered a good price for the dog a day or so but refused to sell.

Sunday Misses N. Downey, D. Brown, L. Stabback, B. and V. Taylor, and A. Evans moved down to the river where they will spend a few days camping.

Harvesting has started in some parts of the district. A number of combines will begin work in the fields next Monday. It is reported the threshing has commenced in the Milo district.

Mr. and Mrs. Jas. Egles and son Teddie accompanied by Irvine Gove left Monday for Vancouver. They expect to be away about three weeks.

Miss Betty Taylor who has been in Calgary for the past year returned home Sunday for a visit to her parents Mr. and Mrs. E. Taylor.

Standard people held their annual picnic at the swimming hole at the river Sunday. At the same time there were many cars from Gleichen and district present which made the largest crowd at the same spot at the same time so far this year. An airplane was also present.

Sunday was probably the most delightful day seen here for sometime. In fact it was a perfect day.

Mr. and Mrs. R. M. Stabback are spending a week in Gleichen visiting relatives and friends.

Miss Helen Hood of Calgary, is visiting with the Misses V. and B. Taylor.

Miss Jennie McBean is home from Calgary holidaying with her parents Mr. and Mrs. Duncan McBean.

A despatch from Stokart states W. Blaney and family left on a mountain trip a few days ago, and may visit the Vancouver jubilee celebrations. Jack Hewitson started out a few days later with the same objective in view.

A most enjoyable "open air service" was held at the old C.G.I.T. camp site at the Bow River Sunday evening, under the auspices of the Gleichen United Church and conducted by Rev. J. N. Wilkinson. Members of the Cluny and Arrowwood congregations attended, also many from the Church of the Brethren at Arrowwood were present. Music was supplied by the band from Eventide Home and was much enjoyed. Others who assisted with the service were Adj. Sutherland of Gleichen and Rev. Brubaker of Arrowwood.

Every once in a while we receive letters from men we do not know and never heard of, stating the writer hopes to obtain some office and any aid the editor can bestow will be greatly appreciated. Yes, no doubt it would. On the other hand any aid these men can bestow the editor to recompense him for space used in his paper would be appreciated. If they want to advertise their business why in the dickens don't they include a cheque as evidence of good faith, for the amount of space they desire and send along copy properly signed, for advertising? Talk about business! If there is any business in a newspaper man giving away his space any more than a merchant giving away his goods we are unable to see where it comes in.

As it is with right and wrong, good and evil, so it is with failure and success. Perseverance is the chief ingredient of the compound that brings success. There may be other elements required—and usually there are—but without this one the mixture is ineffectual. Talent, intellect—genius itself—may all combine for a certain end, but if the force of persistent industry is not behind them, they will lag upon the road and never reach the goal.

Work is a moral and physical uplift; it is a panacea for sorrow. It brings moral decay and furnishes an incentive to crime. The crime wave that sweep over our land is largely due to the fact that too many would rather steal than toil. The life of a day, not the life of mere ease or mere pleasure, is the kind of life which makes the great men and women. The first prize that life offers is the chance to work at work worth doing.

Usually the argument is made that every business concern should advertise. Generally speaking, this is true, but there are exceptions. In fact, some concerns hardly dare to advertise, because they can not make good according to the requirements of modern business practices. When advertising is untruthful or misleading it does more harm than

"THE DARK ANGEL"

FREDERIC MARCH
MERLE OBERON
HERBERT MARSHALL
SATURDAY: Matinee at 3 p.m. and evening shows at 7.30 and 9.15
GLEICHEN COMMUNITY HALL

PERMANENTS

Look Your Best With a SOMMER'S "NATURAL" THE PERFECT WAVE
Given by
MR. REA and MISS CROW of
THE MARLBOROUGH BEAUTY SHOPPE
Calgary
AT METIARD'S SHOPPE
GLEICHEN
FIRST THURSDAY OF EACH MONTH

Leave Your WATCH, CLOCK AND JEWELLERY REPAIRS at
McKAY HARDWARE
P. B. DISCHER
GLEICHEN and VULCAN

road. Only an enterprise which fulfils the promises made in its advertising can stand the spotlight of publicity. Hence, when we find a business establishment boldly advertising its wares or service, month after month and year after year, we may generally conclude that it can and does give real value. Observing the advertised business of any community, large or small, will enable one to identify the most dependable concerns in that community. Only efficient and reputable establishments dare to advertise.

CLASSIFIED ADS



A SQUARE PEG in a Round Hole
You may be alright, but if you are in the wrong position you are like a square peg in a round hole. You want a position where you fit. This paper is read by intelligent business men, and a Want Ad. in our classified columns will reach them.

Notice under this heading 15 words or under 50c., first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

HOUSE FOR SALE—Home of late Mrs. Pinder. Apply Mrs. Ostrander, Box 76, Gleichen. 20

GEO. W. EVANS
Undertaker
And Embalmer

MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way

Two men employed by rival newspapers, claim to be the champion newsboy fighter. A bout for the paper weight championship seems to be indicated for the next boxing show here.

NOTICE

The Call Print Shop is equipped to do printing of all descriptions. Below is a list of some of the items printed here. Look it over and see if you need any of them

Do You Need Any of the Following?
Placards, Bills, Tags, Books, Labels, Booklets, Badges, Blotters, Creulars, Vouchers, Bill Heads, Hand Bills, Posters, Pamphlets, Price Lists, Catalogues, Invitations, Note Heads, Statements, Post Cards, Prize Lists, Milk Tickets, Programs, Blank Notes, Score Cards, Menu Cards, Meal Tickets, Order Blanks, Meme Heads, Filing Cards, Window Cards, Visiting Cards, Bread Tickets, Legal Forms, Letterheads, Business Cards, Shipping Cards, Show Printing, At Home Cards, Store Sale Bills, Raffle tickets, Envelopes, Display Posters, Loose Leaf Account Sheets, Etc.
—In fact anything in the line of printing—

The Call
Gleichen, Alta.